

Prep Kit

The Marketing Breakout Session (Media Day) is your chance to highlight your brand's story, values, and expertise in a short, 3-minute video interview. These videos will be featured on American Restoration's website, social media channels, and can also be shared by your brand.

During this session, each General Manager will be interviewed on camera, but your team is encouraged to join. Our corporate marketing team will be in the room and would love to use this time to get to know your brand better.

A professional headshot station will also be available in the foyer if you'd like to have your brand's headshots updated. Feel free to stop by the headshot station anytime during your Marketing breakout aside from your video interview time.

Important Instructions

To keep things running smoothly, please follow the guidelines below:

1. Enter the Marketing breakout room only during your assigned time block.
2. When you arrive, please check in and wait to be called for your interview. If the interview before yours runs slightly over slightly, thank you for your patience.
3. To avoid disrupting filming, please keep volume levels to a minimum inside the room. There will be a brief mic setup between interviews. Please stay nearby so we can sound equipment on and off quickly.
4. Only GMs will be filmed, but your brand team is welcome to come into the room and meet with our marketing team at the resource tables during your block.
5. After your interview, you are welcome to stay and engage with the marketing team or head to the lobby for headshots.

What to Expect

- 3-minute on-camera interview (GMs only)
- Headshots
- Wear your Summit polo shirt or company-branded apparel
- Arrive at the time indicated for your breakout session

Tips to Prepare

- Review the interview questions beforehand (included on the email from your Regional Marketing Manager)
- Keep answers brief and conversational.
- Highlight what makes your brand unique.